

Color Affects:

- Temperature
- Energy – Fatigue
- Stress level
- Taste
- Visual Perception
- Eyesight
- Temperament – Mood
- Comfort

Color Response

- Physical
 - Sensory responses
- Learned
 - Socio-economic
 - Ethnic
 - Gender
 - Regional/cultural
 - Family

Color Vocabulary

- Hue - the actual name of the color
- Value - a color's lightness or darkness
- Intensity - the brightness or dullness of a color

Combining Colors

- Monochromatic
- Complimentary
- Adjacent
- Achromatic
- Triad

Blue

- Cool color
- Moves away from you
- Needs a relief color
- Suggests respect, responsibility, authority
- Tranquilizing
- Elongates time
- Favorite color
- Poor color around food

Red

- Highly emotional
- Hot, exciting, stimulating
- Raises blood pressure, pulse and heart rate
- Cellular reaction in heart and lungs
- Stimulates appetite
- Pay more
- Lose track of time
- Separate gender responses
- Sense of smell improves

Yellow

- Requires the most visual processing
- Stimulated memory
- Cheerful, warm inviting
- "Value for money"
- Draws attention
- Loss of minor muscle control in the elderly
- Lose your temper quicker
- Babys cry more
- Youthfulness

Green

- Peaceful, relaxation, serenity
- Easiest for the eye to see
- Fastest adjustment time
- Higher socio-economic status, prestige
- Natural
- Cool color closest to warm
- Soothes pain

Brown

- Warmth, snug secure
- Universal
- Solidity
- Homelike, masculine
- Listener
- Positive food associations
- Less intensive behavioral response
- Protective

Black

- Mysterious
- Positive and negative effects
- Mourning, sorrow, depression
- Dignity, solemnity, formality
- Power, strong authority when combined with white, sophistication
- Limited positive response in décor
- Reinforces the color it touches, powerful accent
- Slimming color

White

- ❑ Delicate, refined
- ❑ Symbol of purity, chastity, cleanliness
- ❑ All white feels empty or forced
- ❑ Softens edges between colors
- ❑ Encourages precision
- ❑ Clarity, openness and brightness
- ❑ fatiguing

Gray

Grey

- Work longer
- Creativity
- More artistic
- Chameleon
- Needs accent colors
- Prejudice against gray can be strong

Pink

- Sweet
- Can be calming
- Intensifies when applied
- Feminine
- Good accent clothing color, not recommended as overall in clothing

Violet

- Most complex color
- Stronger version are called purple
- Uncertainty
- Royalty, dignity
- Women generally accept universally
- Tire of the fastest
- Seen as artistic and expressive, flamboyant

Orange

- Declassifying – broader appeal
- Informality
- Stimulating
- Inexpensive
- Good around fast food
- Seasonal connotations
